



HeterodoxAcademy.org | @hdxacademy

Position Title: Marketing Manager

Start Date: October 1, 2019

Position Summary: Heterodox Academy (HxA) seeks a high-energy person who knows how to get things done with tact and aplomb to co-create and implement a strategic marketing and communications plan for HxA. The Marketing Manager will be responsible for all production of HxA's marketing channels, including website, social media, newsletters, video, podcast, among others. In addition, the Marketing Manager will be responsible for writing marketing content, managing HxA's graphic design needs with contractors, and implementing the strategic marketing and communications plan, including tracking and responding to monthly performance metrics. The Marketing Manager, will also manage the organization's reputation online through the regular monitoring of online comments, forums and websites, as needed. Together with the Academic Communications Director, the Marketing Manager will develop and maintain the organization's brand and voice.

Specific duties include:

- Together with the Academic Communications Director, create high-impact, multi-channel communications that educate our audiences, shift narratives and grow and mobilize our supporter base;
- Manage a website redesign project to ensure that the website serves the goals of the organization;
- Co-develop and implement a strategic communications plan to broaden awareness of HxA and strengthen our brand identity across multiple platforms;
- Work with Executive Director, Academic Communications Director, and members of the board to refine our message and overall branding;
- Coordinate the production of HxA printed and electronic materials for our various audiences including newsletters and fundraising materials for donors and bulletins, tools, and resources for members;
- Produce compelling content, including print and digital media and videos, to showcase our programs and successes to current and potential funders;
- Support the publication of our blog;
- Support the production of 2 podcasts per month, arrange for transcription and any permissions that might be needed, manage the dissemination of the podcast to our website and online podcast services, and help promote the podcast on social media;
- Ensure messaging and branding is consistent across departments and provide training and technical assistance to staff about best practices for branding and messaging;
- Work with the leadership team to market special events, recruit members, and brand new initiatives;
- Work with the Operations Director on the thematic development, overall design, scheduling, printing and distribution of fundraising appeals;
- Manage relationships with any marketing-related vendors and consultants;
- Manage the HxA website including content posting, updates, and coordination with related vendors for technical upgrades and improvements;
- Employ social media monitoring and response strategies--including engaging the Academic Communications Director, when appropriate-- to manage HxA's brand and insert it strategically

into relevant conversations online via Facebook and Twitter; Managing the production and maintenance of the HxA blog.

- Collect and report on key organizational metrics such as site traffic, social media engagement, and others;
- Other duties as required

Required Qualifications:

- Bachelor's degree strongly preferred, although an equivalent combination of education, training and experience that provides the required knowledge, skills, and abilities will be considered;
- At least four years of related experience in the marketing field, with preference given to those who have demonstrated experience in both strategic contributions and significant multi-channel marketing execution;
- Hands-on experience with Content Management Systems (e.g. WordPress);
- Strong working knowledge of current online marketing techniques, tools and best practices, including familiarity with SEO;
- Thorough knowledge of web analytics (e.g. Google Analytics, WebTrends etc.) and Google Adwords;
- Experience in online reputation management a plus;
- Oriented towards understanding the needs of HxA's end-users, with an ability to tailor marketing copy and messaging based on different academic and business audiences;
- Excellent written and verbal communication skills, and the ability to tailor those skills to a variety of different audiences;
- Work well under pressure; ability to prioritize amongst multiple, competing responsibilities, and have exceptional time-management skills;
- Service-oriented and a team player; display positive "can-do" attitude;
- Keen attention to detail;
- Ability to exercise good judgement and independent decision making;
- Demonstrated fluency with the Microsoft Office Suite, Google Suite for Business, Salesforce (or similar database), and Asana project manager (or similar software);
- Prior work in the academic world and/or a non-profit organization a plus.

Duties are performed independently and involve planning, attention to detail, initiative, and follow through. Work is performed without close review and involves knowledge of the organization, its interests, partners, and personnel, and the exercise of frequent independent judgement in making administrative decisions.

This full-time, at-will position starts immediately. While most hours will be scheduled during the work week, for the right candidate we are happy to offer a good deal of flexibility in terms of when they will need to be in the office. Some evening or weekend hours may be required to support high-profile events.

Knowledge, Skills, and Dispositions: You would be a good fit for our team if the following attributes describe you:

- **Team player.** We are a small team that values collaboration, support and engagement. You enjoy being a team player, display a positive, optimistic attitude, have the ability to recognize

and celebrate wins of all sizes, are open to constructive, supportive feedback, and demonstrate a commitment to consistently improve both your own performance and that of your team.

- **Political tolerance and flexibility.** We don't care what your politics are, but you must be able to respect and advocate for the inclusion of diverse people with diverse perspectives, including progressive, conservative, and libertarian ideas and scholars.
- **Excellent organizational and process skills,** including the ability to effectively track the status of ongoing projects and find needed documents and information quickly. Ability to independently organize, plan, prioritize, and carry out responsibilities, establish processes for self and others, and to finish tasks by established deadlines.
- **Excellent interpersonal skills.** Personal integrity, professionalism, empathy, resourcefulness, partnership, tact, proactive communication, and a commitment to high standards of work quality and maintaining confidentiality.
- **Persistent and creative problem-solver and opportunity-seeker.** The willingness/ability to anticipate problems, seek out information, and show persistence in finding solutions. We are a young organization with incredible potential to create positive change on college campuses. We seek an entrepreneurial colleague who can help us realize our potential.
- **Excellent oral and written communication skills.** Demonstrated ability to write clearly and powerfully; to edit and proofread; and to ensure high-quality, high-impact work.

Reports To: Operations Director

Direct Reports: None

Location: New York City. 10 months of the year we are in the office, but during the summer we are location flexible!

Position Type: Regular, full-time, exempt

Salary and Benefits: Salary will be \$105,000 - \$115,000 commensurate to industry standards and candidate's prior relevant skills and experiences. HxA also provides strong benefits, including:

- Medical, dental, vision, life and disability insurances;
- A significant health insurance contribution for employees and their families;
- A retirement plan with company matching;
- Additional tax-deferred savings opportunities, such as pre-tax deductions and FSAs;
- Unlimited paid time off, provided the employee is in good standing;
- A performance-based bonus program based on both the individual's and company's performance target acquisition; and
- A demonstrated commitment to the ongoing training and development of each employee, supporting ongoing professional skills development.

To apply for this position, please submit a cover letter and resume/CV to Jobs@heterodoxacademy.org

About the Organization: Heterodox Academy (HxA) is an NYC-based non-partisan, non-profit collaborative of over 3,200 professors, administrators, and graduate students committed to enhancing the quality and impact of research — and improving education — by promoting open inquiry, viewpoint diversity, and constructive disagreement in institutions of higher learning.

We aspire to create college classrooms and campuses that welcome diverse people with diverse viewpoints and that equip learners with the habits of heart and mind to engage that diversity in open inquiry and constructive disagreement. We see an academy eager to welcome professors, students, and speakers who approach problems and questions from different points of view, explicitly valuing the role such diversity plays in advancing the pursuit of knowledge, discovery, growth and innovation.

We work to increase public awareness to elevate the importance of these issues on campus; develop tools that professors, administrators, and others can deploy to assess and then improve their campus and disciplinary cultures; celebrate institutions that make progress on these matters; and cultivate communities of practice among teachers, researchers, and administrators.